



Intellectual Property Law

FACSIMILE COVER SHEET

November 29, 2011

Receiver: Khan Le

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Our Ref. No.: IGT1P419BX1/P00014-010

Re: 10/699,631, Interview 30 Nov 11 (Office Action mailed 19 Oct 11)

Pages Including Cover Sheet(s): ✓ 5

Dear Examiner Le:

Thank you for scheduling the subject Interview. In preparation for the Interview, please find attached a PTOL413A Request for Interview and continuation sheet thereto. I apologize for being tardy in submitting this agenda.

CONFIDENTIALITY NOTE

The information contained in this facsimile (FAX) message is legally privileged and confidential information intended only for the use of the receiver or firm named above. If the reader of this message is not the intended receiver, you are hereby notified that any dissemination, distribution or copying of this FAX is strictly prohibited. If you have received this FAX in error, please immediately notify the sender at the telephone number provided below and return the original message to the sender at the address below via the United States Postal Service. Thank you.

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Doc Code: M865 or FAI.REQ.INTV

Approved for use through 07/31/2012. OMB 0651-0051
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Applicant Initiated Interview Request Form

Application No.: 10/699,631
Examiner: Kim, Kevin Y.

First Named Applicant: Javier SaenzArt Unit: 3714Status of Application: Pending**Tentative Participants:**(1) Michael Day, Atty for Applicants (2) Khan H. Le

(3) _____ (4) _____

Proposed Date of Interview: 30 Nov 2011Proposed Time: 2:00 PM EDT (AM/PM)**Type of Interview Requested:**(1) Telephonic (2) Personal (3) Video ConferenceExhibit To Be Shown or Demonstrated: YES NO

If yes, provide brief description: _____

Issues To Be Discussed

Issues (Rej., Obj., etc)	Claims/ Fig. #s	Prior Art	Discussed	Agreed	Not Agreed
(1) <u>103(a)</u>	<u>Claim 1</u>	<u>Walker, Pierce, Boushy</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(2) _____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(3) _____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(4) _____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Continuation Sheet Attached Proposed Amendment or Arguments Attached
Brief Description of Arguments to be Presented: See Continuation Sheet

An interview was conducted on the above-identified application on _____

NOTE: This form should be completed and filed by applicant in advance of the interview (see MPEP § 713.01). If this form is signed by a registered practitioner not of record, the Office will accept this as an indication that he or she is authorized to conduct an interview on behalf of the principal (37 CFR 1.32(a)(3)) pursuant to 37 CFR 1.34. This is not a power of attorney to any above named practitioner. See the Instruction Sheet for this form, which is incorporated by reference. By signing this form, applicant or practitioner is certifying that he or she has read the Instruction Sheet. After the interview is conducted, applicant is advised to file a statement of the substance of this interview (37 CFR 1.133(b)) as soon as possible. This application will not be delayed from issue because of applicant's failure to submit a written record of this interview.

/ Michael L. Day /

Applicant/Applicant's Representative Signature

Michael L. Day

Examiner/SPE Signature

Typed/Printed Name of Applicant or Representative

55,101

Registration Number, if applicable

This collection of information is required by 37 CFR 1.135. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.13. This collection is estimated to take 24 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments or the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

Draft claim amendment

1. A method comprising:

displaying a floor diagram of a gaming establishment on a display device, said floor diagram including locations of gaming devices within the gaming establishment, said display device communicatively coupled to a central server and to a patron database, and said display device configured to display a first interface and a second interface, wherein access to said first interface and said second interface is limited to a system user, said system user being a player host or staff member of said gaming establishment;

displaying the first interface on the display device, said first interface comprising a visual indicator of a location of a first patron rendered on the floor diagram of said gaming establishment;

defining, at the central server, a plurality of profiles associated with a corresponding plurality of profile valuations, and

determining, at the central server, in substantially real time, a recommendation of at least one award to offer to the first patron by:

receiving an input from the system user, via the display device, of at least one of a first patron profile definition and an award type;

evaluating substantially real-time transaction activity of said first patron;

assigning, responsive to the input from the system user, a profile for said first patron based at least upon portions of historical transaction information pertinent to said first patron, said substantially real-time transaction activity, observed preference data, and, when the input from the system user includes a first patron profile definition, the first patron profile definition;

matching two or more awards to the assigned profile, the two or more awards conforming, when the input from the system user includes an award type, to the award type;

determining for each of the awards a respective likelihood of acceptance by said first patron based upon the historical transaction information and the observed preference data; and

sorting the two or more awards according to the respective likelihoods of acceptance; wherein,

displaying the second interface on the display device, said second interface comprising~~comprises~~ information indicating the at least one recommendation of an award to offer to the first patron, said recommendation resulting from the central server;

defining a plurality of profiles associated with a corresponding plurality of profile valuations;

receiving an input from the system user, via the display device, of at least one of a first patron profile definition and an award type;

evaluating substantially real time transaction activity of said first patron;

assigning, responsive to the input from the system user, a profile for said first patron based at least upon portions of said historical transaction information pertinent to said first patron, said substantially real time transaction activity, said observed preference data, and, when the input from the system user includes a first patron profile definition, the first patron profile definition;

matching two or more awards to the assigned profile, the two or more awards conforming, when the input from the system user includes an award type, to the award type;

determining for each of the awards a respective likelihood of acceptance by said first patron based upon the historical transaction information and the observed preference data; and

sorting the two or more awards according to the respective likelihoods of acceptance.

REMARKS

The draft claim amendment is intended to obviate the grounds for the §112 rejection.

As noted at page 10 of Applicants' amendment dated 20 June 11, Walker fails to disclose, at least the following features of applicants claims:

(i) receiving an input from the system user, via the display device, of at least one of a first patron profile definition and an award type; assigning, responsive to the input from the system user, a profile for said first patron based at least upon portions of historical transaction

information pertinent to said first patron, substantially real-time transaction activity, observed preference data, and, when the input from the system user includes a first patron profile definition, the first patron profile definition; and

(ii) matching two or more awards to the assigned profile, the two or more awards conforming, when the input from the system user includes an award type, to the award type.

Even assuming, arguendo, the references may be properly combined, the combination of Boushy, Pierce, and Walker, fails to render the above-noted features obvious.